

Third Major Rate Reduction Is Made

Consumers of the Southern California Edison Company, Ltd., will save approximately \$75,000 a year through the voluntary rate reduction which the company makes effective May 1, according to W. C. Mullendore, vice president. The request for this rate reduction was approved some time ago by the Railroad Commission.

Industrial and agricultural consumers of electrical energy throughout the entire Southern California Edison Company, Ltd., system will benefit by this decrease in the price of energy, according to Mullendore. More than 26,000 agricultural consumers and 29,000 industrial consumers will share in the benefits of the reduction.

This is the third major voluntary reduction made by the company since 1927 and the eighth of a series of voluntary reductions which began in 1920, according to Mullendore. More than 15,000 agricultural consumers and 20,000 industrial consumers will

share in the benefits of the reduction. This is the third major voluntary reduction made by the company since 1927 and the eighth of a series of voluntary reductions which began in 1920, according to Mullendore. The last voluntary reduction which became effective November 1, 1929, effected a saving of approximately \$1,400,000 a year to the company's lighting consumers. The number of consumers benefitting from that reduction was in excess of 425,000.

PUBLIC INVITED TO DRAMATIC RECITAL HERE

The public is cordially invited to attend a dramatic recital given by the pupils of Mrs. Juliet Reed Brown, Friday evening, May 1, at 7:45 o'clock at the Methodist church.

Those taking part will be Phyllis Jean and Charles Schultz, Noreen Fix, Ruth Banks, Ella Mae Ott, Jean Louise Solomon and Mrs. Alcorn. Miss Glory Zahradnik will assist with a piano solo.

KEYSTONE NOTES

The regular meeting of the Carson Street Parent Teachers Association was held Tuesday afternoon with President Mrs. H. H. Barnard in the chair. A nominating committee was elected with Mrs. Blanche P. Ritter, principal, Mrs. William Looser and Mrs. Pearl Hipper composing the group.

Plans were announced for a cord party to be held at the home of Mrs. Thomas A. Cowan on the afternoon of May 8 as a benefit to carry on the routine work of the organization. A fund of nearly \$30 in the hands of the teachers at Carson Street school was given to the association to be used to defray expenses on the dental clinic work and to purchase milk for undernourished children in the school. Dr. Anna Rude, director of the bureau of child hygiene of Los Angeles County, was the speaker of the day.

Mrs. Charles LeBoeuf, president of the Woman's club of Keystone, presided at the regular meeting of the club held Wednesday afternoon. Mrs. George Nahmens, program chairman and delegate to the Los Angeles district convention held the previous week at Long Beach, gave a report of the conclave. Mrs. George H. Koehler was appointed as chairman for a public card party to be given in the near future.

Mrs. J. E. Leever played two piano solos. Mrs. R. N. Booklet of Torrance gave an interesting account of a trans-continental trip which she and her family took last year. Dance numbers were given

by Andree and Blossom Roque, Mead Cowan, Gordon Martin, Francis Foster and a clever acrobatic number by Edith Hinson, all Keystone pupils of the Richards-Martin school of dancing in Wilmington.

The annual dinner meeting of the Keystone Chamber of Commerce was well attended Saturday night at Boosters hall. Potted begonias from the hot houses of Roy Berry on Dolores street, palms, gladioli, carnations and fernery were used for the floral note. President Charles A. Brazee introduced W. H. Page, president of the Torrance Chamber of Commerce, who acted as toastmaster of the evening. Those responding to Mr. Page were J. W. Weightman, president of the Wilmington Chamber of Commerce, who extended an invitation to the community to attend the official dedication of Avalon boulevard which will take place Saturday afternoon at 2:30 in Wilmington; Frank Walton, of Willowbrook, who spoke on the importance of the public school and National School Week which has just closed, and Mayor John Dennis of Torrance.

Page spoke of the important highways which have been completed between the Harbor District and downtown Los Angeles and the importance of bus transportation throughout the small towns near the Harbor. Pupils of the Ruth Spere school of dancing in San Pedro, Betty McWhinnie, Albert Hinz and Jean McKeely, gave several songs and dances in costume, while piano solos were given by Miss Mary Louise Jimenez of San Pedro.

Rev. Charles Swift, pastor of the First Christian church, Wilmington, gave the address of the evening, speaking on the co-operation and unity which exist in all organizations, particularly that of a Chamber of Commerce.

Mr. and Mrs. Charles Winston and son, Bobbie, of Truck boulevard, who will leave this week for Blythe, where they will occupy a large ranch, have been feted this week by their many friends here and in Wilmington. Mr. and Mrs. Thomas A. Cowan of Amelia street were hosts Sunday morning at a breakfast given as a farewell courtesy to these folk. Covers were laid for Mr. and Mrs. George Nahmens and daughter, Ruth; Mr. and Mrs. George H. Koehler, of the honored guests. Sunday evening the same group were honored at the home of Mr. and Mrs. George Nahmens with a dinner party. At this time Mrs. Winston was particularly honored with a birthday cake.

Mr. and Mrs. Marion E. Flood of Los Angeles were dinner guests Sunday of Mr. and Mrs. H. H. Barnard and family.

Mrs. Barbara Berry of Dolores street will be hostess Thursday to the members of the Crochet club. A luncheon served at noon will be followed by sewing during the afternoon.

The committee in charge of the arrangements for a benefit card party for the Woman's club met this week at the home of the chairman, Mrs. George H. Koehler. Included in the group were Mrs. J. S. Sleppy, Mrs. Thomas A. Cowan, Mrs. D. P. Cook, Mrs. George Nahmens, Mrs. Charles A. Brazee, Mrs. Charles LeBoeuf and Mrs. Z. W. Jennings.

Mr. and Mrs. S. S. Tannehill will move Wednesday to Truck boulevard, where they will occupy the house vacated by Mr. and Mrs. Charles Winston.

Mr. and Mrs. Charles H. Pierce and family and Forrest D. Maddy of Wilmington motored to the home of Mr. and Mrs. Edward L. Haney in Bellflower Friday night.

Mr. and Mrs. Charles M. Forrest and family of Amelia street spent Saturday night at the home of Mrs. Ernest King in Los Angeles.

Mr. and Mrs. Z. W. Jennings and daughter, Barbara, Jean and guests Sunday of Mr. and Mrs. Harry C. Roque.

Mr. and Mrs. Charles F. Keller of Long Beach spent Saturday night at the home of Mr. and Mrs. Charles H. Pierce and family on Dolores street.

The "open house" held Friday evening at Carson Street school was enjoyed by an appreciative group of parents, according to Principal Blanche P. Ritter. Teachers were present to meet the parents and classes in sloyd and domestic science were held.

MEETS OLD FRIENDS
Mrs. M. Louise Lynet renewed old Alaska acquaintances Monday evening when she attended a meeting of the Alaska club held in Los Angeles.

NEW RESIDENTS
Mr. and Mrs. W. M. Sever are new residents of this city, having moved to 2311 Andree avenue. Sever is in the employ of the Roosevelt Memorial Park.

WE KNOW SOME MORE
By the United Press
BEVERLY HILLS. — It is said that tourists save their old razor blades "to throw into the Grand Canyon." Here they take their worn-out automobiles to Verdura, to be dumped into the ocean as a breakwater for the new boat harbor.

Thursday, Friday

Rondo 19c
Cotton, Cambric, Percale, Prints, Stripes, Plaids, and plain colors for Children's Play Clothes, Aprons, Pajama and House Frocks.

Dresses \$1.79
Sheer Cottons, Pongee, Prints daintily trimmed in organdie and contrasting shades. A remarkable value at

Hand Bags 98c
All leather and fabricoid, beautiful designs and grains. Nice ornaments, with snaps and zipper coin pocket.

Shoes \$2.98
One-strap Pumps, variety of smart trimmings.—high, medium and low heels. Not all styles in all sizes but plenty of selection.

Hosiery 25c
A real Charbonized (dull finished) Hose for Women and Girls. French heel, cradle foot, sheer. While they last

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Interest on Savings Cut By Bank Of America But Still Higher Here

The Bank of America, following similar action of banks elsewhere, announces the reduction of interest rates paid on term savings deposits from four per cent to three and one-half per cent, effective May 1, in Torrance. Interest on savings deposits for the current semi-annual period ending June 30, 1931, will be figured at four per cent until May 1, and thereafter at three and one-half per cent. Certain readjustments also have been made in interest paid on time certificates of deposit.

Commenting upon the change in interest rates, J. W. Leech, manager Torrance branch of the bank, said that this reduction was in accord with recent action taken by the Los Angeles Clearing House Association, also with similar action taken some time ago by eastern banks. At the same time, Leech pointed out, the rate paid on savings accounts in Torrance would still be in excess of those in effect in New York, Chicago and other money centers. In citing conditions which have made necessary a reduction of interest paid, Leech quoted the following statement issued by E. J. Nolan, chairman of the bank's board:

"In putting into effect a reduction of interest rates on various types of deposits, we believe this action will rebound to the best interests of the people of this community, through the promotion of safe, sound and conservative banking. All well-managed banks are required to keep a large por-

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Summer Smartness at Big Savings!

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\$2.98
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\$1.98

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Yes, another Dollar Day offer! Again, roundtrips for 40 percent less than regular one-way fares—the same unbelievably low, penny-a-mile rates—equal to the lowest ever offered—anywhere on Southern Pacific's Pacific Lines.

Seven days for an ideal Springtime trip on fast, safe, luxurious Southern Pacific trains. Two departure dates.

This is Southern Pacific's response to thousands of requests for another chance to take a trip at Dollar Day fares. Don't miss this one. Read the examples here and call Agent for Dollar Day fare on any other point.

Children 5 to 11 ride for half the Dollar Day fare—under 5, free!

EXAMPLES OF ROUNDTrips

Round Trip to	Dollar Day Fares	Regular Fares
San Francisco	\$10.25	\$22.75
Portland	24.55	54.75
Del Monte	8.25	18.50
Phoenix	9.20	27.60
Tucson	10.90	32.65
El Paso	17.65	52.85
Santa Barbara	2.30	5.25

*Exact fares are roundtrips for three-fifths of regular one way fares—in most cases approximately 1c a mile

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3 BARS PALM OLIVE SOAP
And 1 Package of Palm Olive Beads FREE!
35c Value **20c**

Ohio Blue Tip 6 boxes
MATCHES **17c**
Every Match a Perfect Light

White King 6 Bars
SOAP **19c**
Washes Everything

Waldorf 3 Rolls
TOILET PAPER **13c**
A Popular Brand At a Very Low Price

Granulated 7 lbs.
SUGAR **29c**

MAZOLA PINTS
SALAD OIL **23c**
A Pure Vegetable Oil Made From Corn Kernels

Kingford's Corn Starch
1 pound package
Argo Gloss Starch
12 oz. package
Should Be in Every Kitchen. Both for **15c**

Blue Ribbon 3 lb. Can
MALT **47c**
Very High in Nutritive Value

Chase & Sanborn 1 lb. can
COFFEE **36c**
Dated to Insure Fresh, Full Flavor

CERTO
The Certo Method is Quick, Sure and Economical **23c**

LARGE PACKAGE
QUAKER OATS **19c**
Food for Brain and Brawn

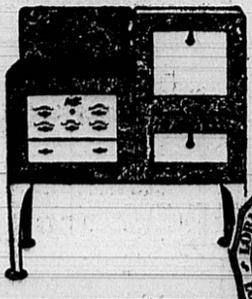
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